Library Services and Technology Act (LSTA)
Five-Year State Plan
October 1, 2008 – September 30, 2012

State Goals, Activities & Key Outcome/Output
Targets with Corresponding Federal Purposes

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STATE GOAL # 1

LSTA PURPOSES: #1 Expanding…access to information and educational resources… #3 Providing electronic and other linkages…

GOAL # 1

Facilitate resource sharing and statewide library improvements and encourage participation and growth in cooperatives among the state's libraries (with emphasis on the state's public libraries) through guided collection development, state-of-the art technology resources, expansion and delivery of electronic and other information resources and leadership that directs strategies for gathering and sharing information, to ensure equal and universal access to quality information resources for all South Carolina residents.

KEY OUTPUT TARGETS

- By 2012, 5% of public libraries identified with unique and largely unavailable SC materials will administer an LSTA funded local preservation or digitization project or will partner with another entity to do so.

- 100% of the total online-searchable holdings of the state's public libraries will be searchable statewide through a union catalog by 2012.

- Interlibrary borrowing and lending among SC's public libraries will increase at least 5% after the first full year of operation of the statewide union catalog and will demonstrate an increase in use each succeeding year of the State Plan.

- At least four new DISCUS databases will be added each year of the 2008-2012 State Plan period.

- At least one major statewide marketing campaign per year of the five-year period will promote (1) the statewide union catalog, (2) the statewide online information portal, (3) DISCUS, (4) digitization projects and 5) other related LSTA funded components.

- 10% of SC's K-12 student enrollment will be utilizing the online information portal by the end of its first full year of operation and 25% or more by 2012.

- By the end of the State Plan period, access to DISCUS via public libraries will demonstrate an increase of 10% or more over the FY 2007 total.

- For each year of the State Plan, South Carolina libraries will realize an increase in the cost avoidance provided by the DISCUS program.

(GOAL # 1) …continued

KEY OUTCOME TARGETS
• By 2012, 75% of respondents for each target audience surveyed will indicate an awareness of either one or more of the LSTA funded statewide virtual services.
• Every other year of the State Plan, 100% of public libraries surveyed will indicate daily use of the statewide union catalog and satisfaction with its ability to facilitate their resource sharing needs.
• By 2012, 90% of individuals using resources provided by the statewide online information portal will indicate satisfaction with its resources and functionalities. (Online/web-based survey)
• Beginning one year after implementation of the statewide union catalog, biennially 80% of public library and State Library interlibrary loan (ILL) customers surveyed will report experiencing faster fulfillment of their ILL requests.
• By 2012, 75% of library staffs implementing collection development projects will report improvement in the ratio of print to electronic collections (i.e., balanced collections) and will indicate a corresponding improvement in their ability to meet customer needs.
• By 2012, 95% of SC library personnel surveyed will report that LSTA funded resource sharing efforts have improved the quality and number of information resources available to their service areas.
• 75% of those utilizing new digital resources will report they or family members/friends have benefited from the information provided. (Online/web-based survey - 2009 and 2011)

(GOAL # 1) …continued

PROGRAMS (ACTIVITIES)
1. Sponsor and/or provide collection development training opportunities, consultation and guidance that focus on responsiveness to shifting customer information needs. (2008-2012)
2. Continue and expand collection development activities undertaken during the 2003-2007 State Plan period. (2008-2012)
3. Provide sub grants (e.g., digitization, library system upgrades and the like) to SC public libraries and State Library partners undertaking projects with the potential to improve statewide resource sharing, whether regionally or statewide. (2008-2012)
4. Implement (2008-2009) and market (2008 –2012) a technologically viable statewide union catalog. [Ongoing Statewide Service]
5. Incorporate a resource sharing technology improvement component in the State Library's technology plan (with particular focus on the future fate of the SC Library Network [SCLN]) and develop procedures for annual review/assessment/revision. (2008) & (2009-2012)
6. Continue to enhance and market the DISCUS program and its components; provide DISCUS training to library and education specialists. (2008 –2012) [Ongoing Statewide Service]
7. Encourage multiple library consortia and increased central/consortial purchasing of DISCUS and other electronic databases. (2009-2012)
8. Expand activities begun in 2007 and fully implement, enhance, market and develop strategies for ongoing support of a State Library sponsored K-12 (librarians/teachers/parents) statewide online information portal. (2008-2012) [Ongoing Statewide Service]
9. Develop and implement a digitization plan that coordinates public library and partner agency digitization projects that focus on unique SC materials (include digitization of unique historical materials in the State Library's collection); market LSTA funded local/statewide digitization/preservation projects and other collaborative efforts supportive of improved resource sharing. (2008-2012)

STATE GOAL # 2

LSTA PURPOSES: #1 Expanding services for learning…access to information… #5 Targeting library services to individuals of diverse… #6 Targeting…information to persons having difficulty using a library…

GOAL # 2

Expand and improve library services, programs and resources through the provision of varied educational/literacy opportunities, expansion of outreach services, development of affordable information delivery mechanisms, and exploration and implementation of the concept of "library as community" for South Carolinians of all ages (with emphasis on the underserved, persons of diverse backgrounds and children and teens), to enrich communities, facilitate lifelong learning and to create a sustained appreciation for libraries, reading, information seeking, and literary and other cultural arts programming.

KEY OUTPUT TARGETS

- By 2012, 25% (10 out of 42) of SC's public libraries will report new programs or services based on the concept of library as "community/social network."

- 100% of SC's public libraries will report offering two or more user training programs of any type for each year of the 2008-2012 period.

- Participation (children and teens) in the statewide summer reading program will show a 10% increase over that reported at the end of the 2003–2007 State Plan period with 100% of the state's public libraries participating.

- 60% of public libraries will report working with one or more K-12 school media specialists to market summer reading program activities during the State Plan period.

- 100% of SC public libraries will report hosting at least two SC Literary Arts Partnership programs per year of the State Plan period and 70% of those hosting such events previously will report an increase (of any percentage) in attendance.

- Of SC public libraries with English as a Second Language (ESL) library users, those creating a new or expanding an existing related program or service will increase by 10% over the number reflected at the end of the 2003-2007 State Plan period.

(GOAL # 2) …continued

KEY OUTCOME TARGETS
◆ 55% of those having visited a public library during the 2008-2012 period will view their library as the first point of contact for their information needs.
◆ 80% of those participating in library and or/partnership sponsored literary or other cultural arts programming will report during each year of the five-year period that their exposure to such events has increased because of the library's offerings and their literary/cultural appreciation has been heightened. (Event exit surveying/participant evaluation)
◆ 90% of families with children, participating in random sample surveying (2010) will report viewing their library as a gathering and welcoming place for families.
◆ Year two of the State Plan, 55% of teens participating in a library sponsored teen programming activity will report they would participate in other library teen functions; By 2012, 70% or more will report they have increased their use of the library because of library sponsored teen functions.
◆ Annually 70% or more of parents with children participating in the statewide summer reading program will indicate a positive impact of the program on their child's reading skills, academic performance and/or enjoyment of books.
◆ 75% of library patrons participating in library user training programs will report attainment of skills/knowledge applicable to their daily lives. (Evaluation instrument administered immediately following training event.)
◆ 90% of library staffs participating in State Library sponsored related training will report satisfaction with the training provided and 70% of those will have applied such to the creation of a new program/service or the improvement of an existing program/service. (Evaluation instruments administered immediately following training event and again 6 months to 1 year later.)
◆ 80% of library customers will report the library's collections meet their educational or recreational information interests or have provided other quality of life enrichment. (Biennial survey- 2009 and 2011)
◆ As a result of either one-on-one or group education/training by library staff, 10% of ESL (English as a Second Language) library users will report an understanding of services offered and an improvement in their library experience. (Library staff administered questionnaires – 2008-2012)

(GOAL # 2) …continued

PROGRAMS (ACTIVITIES)
1. Provide sub grants to SC public libraries and State Library partners undertaking projects with special emphasis on creation of programs and services designed to attract user groups to the library's physical space and to those that undertake projects to enhance existing or create new outreach services. (2008-2012)
2. Create (2008) and implement (2009–2012) new strategies to increase statewide summer reading participation and to increase completion rates. [Ongoing Statewide Service]
3. Continue support of and participation in the SC Literary Arts Partnership. (2008 – 2012) [Ongoing Statewide Service]
4. Develop and implement innovative marketing strategies for all Goal # 2 related LSTA funded statewide initiatives. (2008-2012)
5. Provide training and other CE opportunities that expose public library staffs to skills/knowledge for transforming traditional public library environments into virtual and/or physical environments for community, learning and interaction. (2008-2012)
6. Provide consultation services to assist public library staffs in the development and implementation of new information skills training and other service programs for library users. (2008-2012) [Ongoing Statewide Service]
7. Provide collection development sub grants to SC public libraries seeking to expand or create collections to serve new or underserved user groups. (2008-2012)

STATE GOAL # 3

LSTA PURPOSES: #1 Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages. #2 Developing library services that provide all users with access to information… #3 Providing electronic and other linkages… #4 Developing public and private partnerships… #5 Targeting library services to individuals of diverse geographic… # 6 Targeting library and information services to persons having difficulty using a library…

GOAL # 3

Provide South Carolina's professional and support library staffs and trustees with educational opportunities that facilitate the development and delivery of library programs that address LSTA priorities which are fundamental to meeting the information needs of all South Carolinians.

KEY OUTPUT TARGETS

- Year one – SC will have a statewide continuing education plan that addresses the associated training needs necessary to implement LSTA priorities; Year three – plan implementation will have been fully realized.

- 55% of public library staffs will report they have received training that addresses one or more of the LSTA six priority areas by utilizing one or more State Library sponsored CE opportunities delivered by computer/communications technologies. (2012)

- 100% of SC public libraries will report participation by 10% or more of their staffs in one or more State Library sponsored CE events focused on LSTA priority areas and 55% will report participation by 4 or more of their trustees in State Library sponsored trustee training events that prepare trustees to develop library service polices that expand services for learning and access and that help trustees build public/private partnerships. (2012)

- By the end of the 2008-2012 State Plan period, State Library sponsored CE events specific to the implementation of LSTA priorities will increase by 10% over that reported at the end of the 2003–2007 Five-Year Plan period.

- By 2012, sub grant recipients of tuition assistance/scholarship grants that facilitate building staff capacity in one or more of the LSTA six priority areas will have increased by 15% over that realized at the end of the 2003-2007 period.

- Two LSTA training sessions (application, administration, evaluation and other processes) per allotment cycle will be provided or sponsored by the SC State Library.

(GOAL # 3) …continued

KEY OUTCOME TARGETS
◆ 100% of those receiving LSTA tuition assistance/scholarships related to study for expansion, delivery, or promotion of library services and programs representative of the LSTA priority areas will report satisfaction with the level of funding support provided and the level of access to LSTA funds. (Survey of sub grantees each year of the State Plan)
◆ 90% of library staffs participating in State Library sponsored CE will report satisfaction with the training provided and 75% of those will report having applied information and skills obtained to the implementation of library services and programs reflective of the LSTA priorities. (Evaluation instruments administered immediately following training event and 6 months to 1 year later.)
◆ 100% of State Library staff participating in LSTA funded CE/tuition assistance training/staff development will be able to demonstrate how knowledge/skills obtained translated to implementation of associated LSTA purposes. (Evaluation instruments administered 6 months to one year after a training event.)
◆ 100% of trustees involved in State Library sponsored training will report that they are better able, as a result of the training received, to build public/private partnerships and/or make policy decisions that expand services for learning and access. (Pre- and post-training evaluation)

PROGRAMS (ACTIVITIES)
1. Develop a statewide continuing education plan (identify needs/gaps; utilize existing strengths) that addresses the associated training needs necessary to implement the LSTA priorities [2008-2009]; revise the library and information science tuition/scholarship assistance program component to specifically provide for LSTA assistance that will facilitate building SC's public library staff capacity in the six LSTA priority areas (2008); Implement the plan. (2008-2009) Evaluate plan effectiveness. (2011)
2. Continue and expand the State Library's partnership efforts with the University of SC's School of Library and Information Science. (2008-2012)
3. Continue and expand use of computer/communications technologies to provide and deliver varied continuing education programs that address any or all of the LSTA six priority areas and that facilitate implementation of the state's LSTA Five-Year Plan. (2008-2012)
4. Provide CE and tuition assistance sub grants to SC public library and State Library staffs and CE sub grants to public library trustees to implement the services and programs included in the six LSTA priorities. (2008-2012)
5. Develop training modules or sponsor training that will assist library personnel and other LSTA sub grantees in preparing project applications, administering projects and performing outcomes-based evaluation (OBE). (2008-2012)
6. Coordinate, sponsor and contract for varied training that addresses all high priority needs, matched to the LSTA purposes, outlined in SC's Five Year LSTA State Plan. (2008-2012)

STATE GOAL # 4

LSTA PURPOSE: #1 Expanding services for learning and access to information and…resources…#2 Developing library services that provide all users with access…#3 Providing electronic and other linkages...

GOAL # 4

Enhance the technological environment of South Carolina libraries by improving the critical technological infrastructure, facilitating faster access to expanded electronic collections/databases, improving the skills of public library technology staffs, serving as a model/leader in web site development/accessibility, providing IT consultation services and facilitating opportunities for the testing/implementation of new and emerging technologies for South Carolina libraries, to foster efficient delivery and improvement of information services and resources statewide to all South Carolinians.

KEY OUTPUT TARGETS

- 5% of SC public library directors will report the creation, within the State Plan period, of at least one new FTE or part-time technology specialist position and/or IT certification of at least one existing IT staff position.

- 25% of SC's small or medium sized public libraries will report redesign of their web sites during the State Plan period.

- Annually, 100% of digitization sub grantees will report an interactive web page or section that showcases the results of their LSTA funded project.

- 70% of all public libraries will report completion of one or more successful network infrastructure upgrades by 2012.

- The SC State Library will report partnering with one public library per year of the State Plan to implement a pilot/model program or service that is based on a new technology.

- By 2012, 25% of SC's public libraries will report creation of at least one new program/service that utilizes an up-to-date technology.

- 100% of SC's public libraries will have technology plans with professional development strategies that ensure staffs will have the necessary knowledge (core competencies) required to use new technologies. (2008)

(GOAL #4) …continued

KEY OUTCOME TARGETS
◆ 70% of those participating in library user technology skills training in a public library will report satisfaction with the level of training provided and improvement in their computer literacy and/or information retrieval skills. (Evaluation instruments administered immediately following a training event and 6 months after.)
◆ Annually, 85% of SC's public libraries implementing new technology based services/programs will report utilization of the State Library's IT consultation services and 100% of those will report satisfaction with the level of expertise and time provided.
◆ By 2012, 55% of public library administrators receiving sub grants to implement new or upgrade existing technology will report that 1% - 5% of existing staff were freed to address customer service needs.
◆ 100% of small and medium sized public libraries with redesigned web sites will report that 6 out of every 10 users will report satisfaction and ease of use with the new site (Online surveying six months after site redesign); 75% of public services staff will agree the redesign has created service improvement.
◆ By 2010, 60% of the state's public libraries will report improvement in user access to online resources because of demonstrated network infrastructure upgrades (e.g., increased bandwidth/network connection speed, additional layers of protection for network security, etc.)
PROGRAMS (ACTIVITIES)
1. Develop and/or sponsor CE opportunities to train/create certified technology specialists (e.g., computer/Internet trainers) for public libraries. (2008-2012) [Ongoing Statewide Service]
2. Provide sub grants to public libraries pursuing implementation of new or upgraded system-based technologies. (2008-2012)
3. Provide consultant services/guidance to help public libraries plan for and implement strategies for successful integration of traditional and virtual libraries. (2008-2012) [Ongoing Statewide Service]
4. Conduct public library pilot/model IT programs/services to encourage implementation of new technologies. (2008-1012)
5. Form partnerships for exploration, financing and implementation of cutting edge technology projects. (2008-2012)
6. Develop and implement a marketing strategy that places LSTA funded technology projects in the forefront of the public, key stakeholders and funders. (2008-2012)
7. Facilitate the improvement of web site designs (e.g., incorporation of interactivity) for small and medium sized public libraries and the creation of web pages/sections for LSTA funded digitization projects. (2008-2012)
8. Provide continued guidance/consultation for E-Rate application and revision of technology plans; make LSTA grant funds available to supplement E-Rate refunds, state lottery and other local/state technology dollars. [Ongoing Statewide Service]
9. Support development, implementation and maintenance of next-generation library networks. (2008-2012)
10. Continue ongoing activities that improve/upgrade State Library technology infrastructure, that provide for testing/implementation of new technologies and that support continuing education/training of State Library IT staff. (2008-2012) [Ongoing Statewide Service]

STATE GOAL # 5

LSTA PURPOSE: #4 Developing public and private partnerships…
GOAL # 5
Foster the development/support of new/existing partnerships by encouraging public library/community partnerships, directing LSTA funds for support of collaborative statewide and local library projects, guiding strategies for effective marketing of LSTA funded projects, providing related training and demonstrating leadership that positions South Carolina State Library at the center of a collaborative model that includes cultural organizations/agencies, private foundations, library associations and other key stakeholder groups working together to advance the goals and objectives of South Carolina libraries for the benefit of all South Carolinians.
KEY OUTPUT TARGETS

- 100% of LSTA funded projects have been marketed/promoted to one or more target audiences by 2012.
- 100% (42) of county libraries will identity and initiate dialogues with one or more potential partnering organizations or businesses by the end of 2011.
- The State Library will identify and initiate dialogue with two or more new potential partnering organizations by 2011.
- By 2012, at least 50% (21) county libraries will develop and maintain ongoing partnerships with one or more local businesses or organizations.
- (2008-2009) 100% of public libraries will be provided with LSTA funded opportunities that allow essential staff to participate in planning/needs analyses training; Annually, 100% requesting guidance and consultation in the same will be provided such.
- 100% of State Library key partner organizations seeking cooperative agreements in support of projects related to Five Year plan goals/priorities will receive some level of LSTA funding. (Each year of State Plan period)
- 10% or more of LSTA sub grantees will report a demonstrated correlation between the success of an LSTA program and an increase (1% or more) in annual local or state FY funding; the State Library will report the same for at least two (35%) LSTA funded statewide initiatives.

KEY OUTCOME TARGETS

- By 2012, 100% of libraries with ongoing partnerships will experience improvement with one or more local level library programs/services as a result of support (monetary or otherwise) provided by community or business partnerships.
- Annually, results of marketing analyses will show that 2 out 5 respondents indicate an awareness of services and resources provided by LSTA funded projects.
- Annually, 80% of those receiving advocacy and marketing training will indicate using skills/knowledge to either change methods used to market the library or to initiate some type of marketing effort where none existed before.
- Annually, 85% of LSTA sub grantees will report satisfaction and success with marketing guidance provided for promotion of their LSTA funded project.
- 25% (10) of public libraries will have incorporated needs/trend analysis in their long range planning processes by 2010.
- By 2012, at least 70% of target audiences will use and will report satisfaction with resources and services provided by LSTA funded partnership and other projects.

(GOAL #5) …continued

PROGRAMS (ACTIVITIES)
1. Develop an FTE marketing position for the SC State Library. (2008)
2. Charge the marketing librarian with a) positioning LSTA funded statewide projects in the forefront of the public, governing bodies and potential funders and b) assisting sub grantees with development of effective marketing components for their LSTA funded projects. (2008 – 2012) [Ongoing Statewide Service]
3. Encourage public libraries to partner with community groups, agencies and other organizations with similar missions. (2008-2012)
4. Sponsor advocacy and marketing training opportunities for public library staffs and boards. (2008 – 2012) [Ongoing Statewide Service]
5. Enhance consultation services to expand guidance and training offered in the areas of, planning, assessment, needs and trend analyses and the like. (2009 – 2012) [Ongoing Statewide Service]
6. Collaborate with SC APLA and USC-SLIS to update and expand public library economic and educational impact studies. (2008 – 2009)
7. Identify and affiliate with private sector organizations of financial means to improve funding levels for SC public libraries and State Library statewide projects. (2008-2012)
8. Provide cooperative agreement grants to strengthen existing State Library partnerships and to encourage development of new statewide collaborative projects. (2008-2012)
9. Further enhance the impact of LSTA funded statewide initiatives by developing strategies that coordinate activities with other related grant-funded initiatives e.g., Web Junction's Spanish Language Outreach program. (Ongoing)

STATE GOAL #6

LSTA Purpose: #5 Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills.

GOAL # 6 (Ongoing Statewide Service)

Ensure equal and universal access to quality library services, programs and resources, encourage awareness, foster lifelong learning and facilitate development of adjunct public library services for South Carolinians with disability conditions outside of the statewide program's eligibility requirements, by fully supporting and enhancing the statewide Talking Book Services (TBS) Program, providing an up-to-date technology support structure that fosters accessibility, developing relevant and effective partnerships and expanding public education/marketing activities, to assist all South Carolinians with disabilities and their caregivers/service providers in achieving personal and professional goals, leading self-sufficient lives, and fully utilizing all library and information services available to them.

KEY OUTPUT TARGETS

- By 2010, TBS will have achieved 100% of the recommended staffing level for readers' advisors and librarians as defined by the National Library Service (NLS) standards.

- Each year of the State Plan, the TBS program will increase its registered readership by 5%.

- By 2011, TBS professional staff will present 10% more, than the cumulative total reported for the same time period of 2003-2007 State Plan, public education programs at appropriate venues across the state.

- 25% of SC public libraries will participate in training that focuses on identification of their disability customer base, assessment of their needs and development of practical library service solutions.

- Production of in-house recordings for the SC Collection will increase by 5% year one of the State Plan, 10% year two, 15% year three and 20% year four; marketing of the resources will increase in proportion as will use/circulation of the materials.

- TBS' implementation of the provision of digital talking books/players to its customers will coincide with the schedule of the national program and the TBS program will have in place all necessary resources to fully participate in the NLS distribution system for digital talking books. (NLS timeline)

(GOAL #6) …continued

KEY OUTCOME TARGETS
◆ 90% of Talking Book Services (TBS) customers will report satisfaction with all levels of readers' advisory assistance. (Biennial surveys – 2009 and 2011)
◆ 80% of TBS customers will report improvement in their quality of life because of access to TBS services and resources. (2011)
◆ 75% of SC public library staffs participating in disability services training will report an increased awareness of the needs of disability customers in their service area and a willingness to improve/expand services offered. (Evaluation instruments administered 6 months to one year after a training event.)
◆ By 2010, 55% of TBS registered readers will report an awareness of the availability of recorded SC materials.
◆ 90% of Talking Book Services (TBS) customers will report the TBS program meets their essential reading needs/interests. (Biennial surveys – 2009 and 2011
◆ By 2010, 100% of the readers' advisory staff will report their ability to provide readers' advisory service to minority customers seeking multi-cultural literature has improved as a result of their participation in related CE events.
◆ By 2011, 85% of all readers using digital books/players will report that TBS staff proactively addressed any problems they experienced in becoming acquainted with the new medium and equipment and that they had positive learning/training experiences.

PROGRAMS (ACTIVITIES)
1. Develop and implement a TBS digital talking book service strategic business plan that coincides with key phases of the NLS digitial systems implementation timetable. (2008 – completion of phase one) (2009 –2012 – implementation of all other related phases) [Contingent on NLS timetable]
2. Work with the State Library's IT staff to include appropriate information in the State Library's technology plan that addresses budgetary, network infrastructure, and other considerations necessary to make the full transition to a digital system successful. (2008-2012)
3. Expand related staff development training opportunities and extend access to such beyond the level of TBS professional staff (e.g., NLS biennial conferences, Keystone Library Systems, Inc. User Group meeting, NLS Orientations, and the like). (Ongoing)
4. Increase the readers' advisory staffing level of the TBS program and provide appropriate continuing education opportunities to enhance their effectiveness. (Ongoing)
5. Promote awareness of library/information services/resources available for people unable to use standard format library materials. (Ongoing)
6. Provide training that assists SC's public libraries with assessment of the needs and the development of appropriate/practical library service solutions for their actual/potential customers with disabilities. (2008-2012)
7. Offer sub grants to encourage public libraries to create some level of programs/services to those with disability conditions that not meet the TBS/National Library Service for the Blind and Physically Handicapped (NLS) program eligibility requirements. (2008-2012)
8. Identify and collaborate with other agencies/organizations to inform/instruct disability service providers and related professional/support personnel about TBS programs, resources and service. (Ongoing)
9. Survey TBS customers to determine related reading interests; Assess the effectiveness of the in-house recording program and develop strategies/solutions to address any identified deficiencies; Implement strategies; Actively promote the availability of audio titles on local SC topics. (2008 and 2010)